

# Wines of Alentejo Sustainability Programme

## 10 Years of Inspiring Work



A-

A+

# Alentejo é distinguido pelo New York Times por turismo sustentável

Destino atrai cada ano mais turistas de todas as partes do mundo

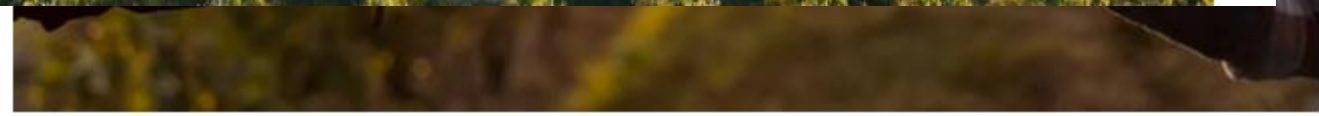
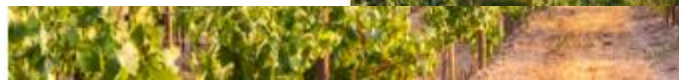
Por **Fabiano Antunes / @rota1976**  
 18/01/22 às 09H00 atualizado em 18/01/22 às 09H00



ouça este conteúdo readme.ai

Four Questions To Ask

This comes just a few weeks after Condé Nast Traveler named the Alentejo as "one



# Alentejo's Wine Region 2023 – 23,200 ha

## ...in the World

0,3% - 3 in every 1.000 hectares of vineyard

## ...in Portugal

12,1% - 121 of every 1.000 hectares of vineyard

**About 1/3<sup>rd</sup> of Portugal (size of Belgium)**

#1 in Portugal wine in domestic sales:

- ✓ 35% in volume
- ✓ 38% in value

14.0% volume and 17% value of all Portuguese bottled exports (PDO and PGI)



# WASP – the mandate



## VITICULTURE

Grape Production

- Grape Production
- Soil Management
- Water Management in the Vineyard
- Disease & Pests Management in the Vineyard
- Energy Management in the Vineyard
- Waste Management in the Vineyard



## CELLAR

Wine Production

- Water Conservation in the Cellar
- Waste Management in the Cellar
- Energy Management in the Cellar
- Disease & Pest Management in the Cellar



## VITICULTURE & CELLAR

- Wine Quality
- Sustainable Management of Ecosystems
- Air Quality
- Management & Handling of Materials in Production
- Packaging options & Components
- Human Resources
- Community & Stakeholders
- Socio-Economics & Regional Development

# WASP - results

## IMPLEMENTATION

- 91 members
- 20% vineyard area
- 77 self-evaluations

## STAKEHOLDER ENGAGEMENT

- 4 partnerships
- 15 members
- 4 working documents

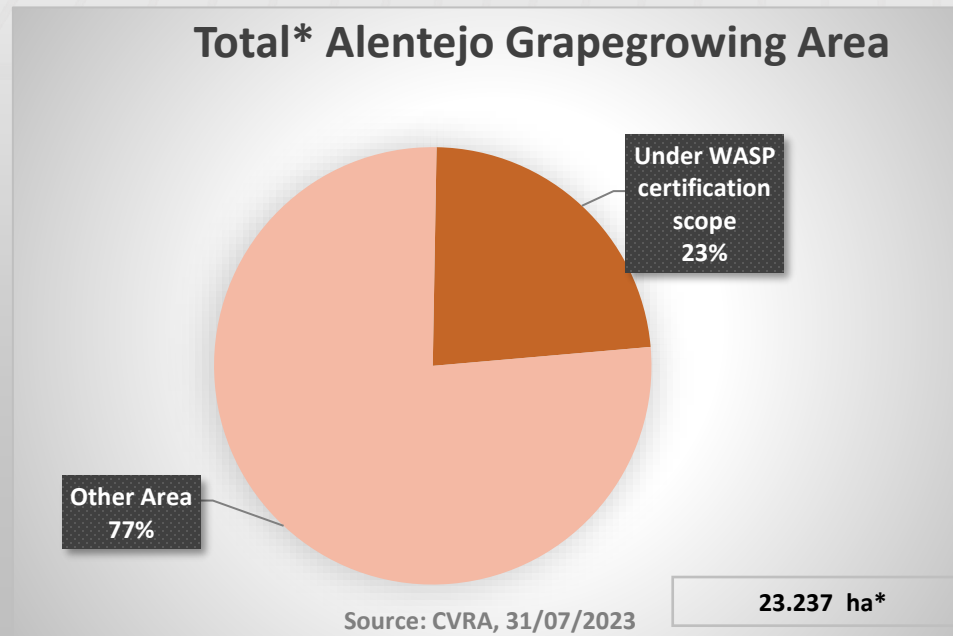
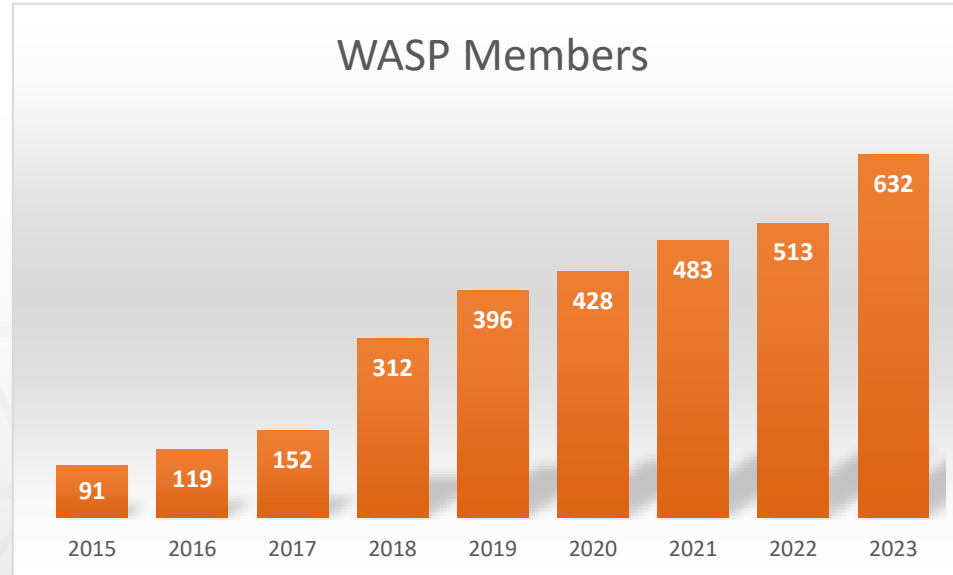
## DEVELOPMENT & MANAGEMENT

- 1 knowledge sharing event
- 21 participants

## COMMUNICATION

- 3 initiatives

Year1  
2015



## GROWTH

(up to November 2023)

- 1150 self-evaluations

## STAKEHOLDER ENGAGEMENT

- 27 partnerships
- 200 members
- 40 working documents

## DEVELOPMENT & MANAGEMENT

- 72 knowledge sharing event
- 2094 participants
- 1088 trainees

## COMMUNICATION

- 80 initiatives

## RECOGNITION

- 10 awards

## CERTIFIED PRODUCERS

- 20

# WASP – Built for success

- ✓ Shared goals + community mindshare
- ✓ Stakeholder engagement
- ✓ Flexibility + adaptiveness
- ✓ End-users are participants, not mere beneficiaries
- ✓ Self-evaluation + accountability
- ✓ Third-party certification



# WASP - Certified Sustainable Production



# WASP - Awards

2018

**"Investimento que marca"**  
Prémios Vida Rural 2018



**" + Utilização"**

Prémios Mais Alqueva, Mais Valor 2019



2019

**"Apoiar o desenvolvimento de mercados ecológicos e a eficiência de recursos"**  
Prémios Europeus de Promoção Empresarial 2019



**"Rural Innovation Ambassadors"**  
EU Rural Innovation Contest



**"Inovação/Investigação do ano 2019"**  
Revista de Vinhos



**"Iniciativa do ano 2019"**  
Revista Grandes Escolhas



2020

**"Menção Honrosa"**  
(categoria Agricultura e Floresta)  
**Green Project Awards**  
(APA, GCI e QUERCUS)



**"The Drinks Business Green Awards 2020"**  
(Amorim Sustainability Award for an association)  
The Drinks Business



2021

**"Sustainability Initiative Award"**  
(Investor Relations and Governance Award IRGA)

Deloitte Portugal



**"Ação"**

(Prémios Verdes)

Revista Visão & Águas de Portugal

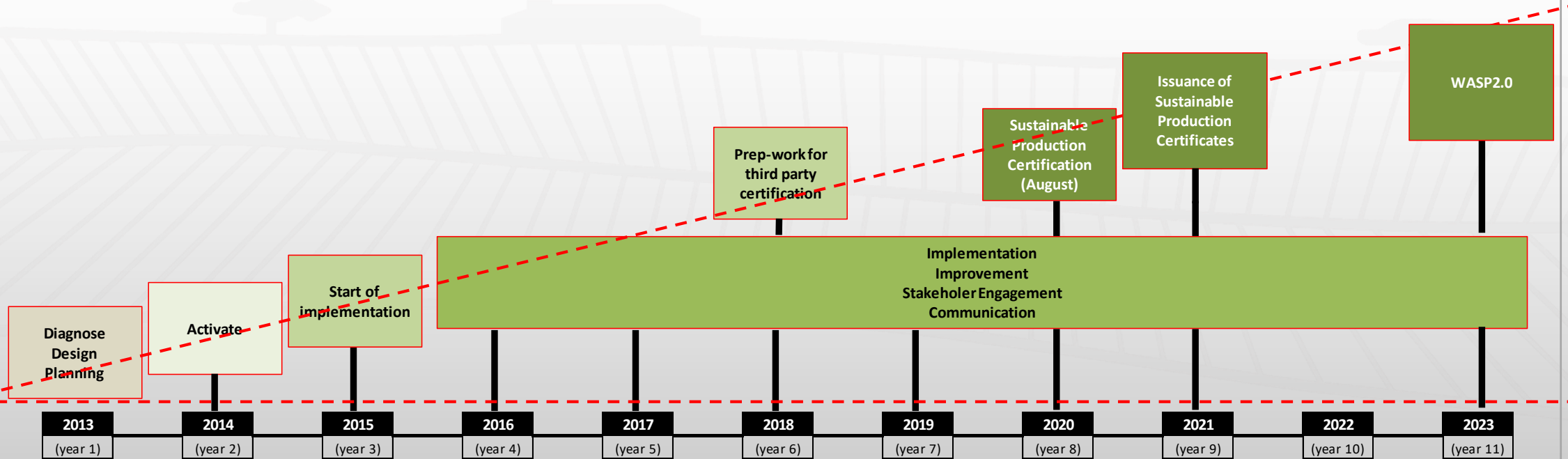


2023





# WASP – Winning timeline



# WASP in the media

14.03.2019

Forth

VIAGENS PASSEIOS HOTÉIS GASTRONOMIA BARES PROTAGONISTA VINHOS MOTORES MAIS

Negócio

TERROIR VINHOS CRÍTICAS COMIDA GENTE ENOTURISMO CIÊNCIA BÊ-Á-BÁ DO VINHO O VINHO DOS OUTROS SOBRE MAIS

Assinar

Com o apoio Saiba mais

Hortofruticultura Agro

Eventos

Home 2023 Abril 26 AN

SUSTENTABILIDADE VINHA E VINHO

ANP|WWF e Vinhos do Alentejo sustentáveis

Redação

AMBIENTE

## Programa que já apresenta alterações climáticas

Clara Silva (texto) e [illegible] (foto)

7 de Novembro de 2023

THE PORTUGAL News

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Home Tourism Alentejo renews wine sustainability program

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## Alentejo renews wine sustainability program

Twenty wine producers from the Alentejo already bear the 'seal' of sustainable production from the [Alentejo Regional Wine Commission](#), unprecedented in Portugal, which places the region among the 'best in the world' in the area of sustainability.

More in Tourism

### Free training for tourism workers in Faro

In Tourism, Algarve - 1 day ago

verantwortliche Weinkommission CVRA (Comissão Winegrowing Commission talks about

Há e aumentar a competitividade dos vinhos

Marcus Westberg for The New York Times

MUCHAS GRACIAS  
POR SU ATENCIÓN

THANK YOU FOR YOUR  
ATTENTION

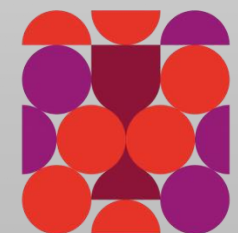
OBRIGADO PELA SUA  
ATENÇÃO

João Barroso

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Discover Portugal's Alentejo wine region.  
Authenticity. Diversity. Tradition.  
Savor the Alentejo in each and every bottle!



**7th UNWTO**  
Global Conference  
on Wine Tourism  
La Rioja, Spain